Permit #F00026777-B

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026777-B **Type of Permit:** FILMING **Release Date:** 04/23/2010

Production Company E! ENTERTAINMENT TELEVISION

Insured Company Name E! ENTERTAINMENT TELEVISION

Contact Phone No. 1 323-954-2400
Contact Phone No. 2 323-692-4597
Fax 323-954-2880
Address 5750 WILSHIRE BLVD
LOS ANGELES, California 90036

Production Title HOW DO I LOOK

Type of Production TV Reality

Producer Sal Ruggierd

Director Sal Ruggierd

1st AD Sal Ruggierd

Production Manager Sal Ruggierd

FilmL.A. Coordinator Adrian Fayad

Location Manager Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Location Assistant Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Fees

Posting 300	$26.00
Notification Charge	$310.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$114.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00

Total Permit Fee $700.00

Number of Locations 7

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Summary Information — Location

Permit Number	F00026777-B	**Location Manager**	Sal Ruggierd
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Office - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address Melrose Ave & N Martel Ave, Los Angeles, CA, 90028

Location Names

Location Type Street

Location Description

Film Dates 4/21/2010 - 4/21/2010 12:00 - 18:00

Open or Closed to the Public Closed

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document Melrose Av Jylu 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Drive ups & away; Driving shots with the flow of traffic; Equipment on sidewalk & street; Exterior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER B - COLLECTS FEES FOR CANCELED LOCATION.

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs W/S Martel Av, Melrose Av north 150 Ft

Approximate Footage 0 - 300 **Log Number** 10-13694

Date(s) 4/21/2010 to 4/21/2010 **Time(s)** 11:00 to 22:00

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Summary Information — Location

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1516 N Hobart Blvd, Los Angeles, CA, 90027

Location Names

Location Type Apartment Building

Location Description

Film Dates 4/26/2010 - 4/26/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Handheld equipment; Interior and exterior dialogue; all on private property ; interior filming in unit 101 only ; interviews ; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER B - ADDS NEW LOCATION TO PERMIT.

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Production Title	HOW DO I LOOK		

Location Address All areas under the Jurisdiction of the City of Los Angeles, Los Angeles, CA, 90012

Location Names ALL JURISDICTIONS GRID

Location Type Walking Grid

Location Description

Film Dates 4/27/2010 - 5/13/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Interior and exterior dialogue; interviews ; walk and talk ;

Jurisdiction **Political:** **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
PRODUCTION MUST BE 15 PEOPLE OR LESS. ALL HAND HELD EQUIPMENT.
EXTERIOR FILMING ONLY. ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT.
PRODUCTION COMPANY MUST CONTACT FILML.A. PRIOR TO FILMING IN A RESIDENTIAL AREA.
INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION.

Coordinator Note
ALL JURISDICTION GRID EXCLUDES SPECIAL CONDITIONED AREAS - INCLUDING HANCOCK PARK, PACIFIC PALISADES, ARTS DISTRICT, AND CHINATOWN.

NO FILMING ACTIVITY ON LOS ANGELES CITY OR COUNTY PROPERTY WITHOUT PRIOR APPROVAL FROM FILM LA.

NO FILMING ACTIVITY WITHIN 300' FROM RESIDENTS 22:00 HOURS - 07:00 HOURS ON WEEKDAYS AND 22:00 HOURS - 09:00 HOURS ON WEEKENDS.

Coordinator Note RIDER B - EXTENDS FILM DATES FOR LOCATION.

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

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Summary Information

Location

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Street :

Street :

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Summary Information — Location

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Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Office - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 4989 Sepulveda Blvd, Los Angeles, CA, 91403

Location Names

Location Type Park

Location Description SHERMAN OAKS CASTLE PARK

Film Dates 4/26/2010 - 4/26/2010 08:00 - 10:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Sherman Oaks Castle Park _2_.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Vans	3

Personnel on Location

Type	Quantity
Cast	3
Crew	15
Rec & Park Monitor required	1

Filming Activities Handheld equipment; Interior and exterior dialogue; activity in arcade and miniature golf course ;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER B - ADDS NEW LOCATION TO PERMIT

Coordinator Note 1 PARK MONITOR REQUIRED. 4/26; 08:00 - 10:00 HOURS.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1010 Wilshire Blvd, Los Angeles, CA, 90017

Location Names

Location Type Loft

Location Description

Film Dates 4/28/2010 - 5/13/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Interior dialogue; walk & talk interviews w/all handheld equipment.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Coordinator Note RIDER B - EXTENDS FILM DATES FOR LOCATION.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1755 N Highland Ave, Los Angeles, CA, 90028

Location Names

Location Type Hotel

Location Description RENAISSANCE HOTEL

Film Dates 4/28/2010 - 5/13/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Interior dialogue; walk & talk interviews w/all handheld equipment.;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Coordinator Note RIDER B - EXTENDS FILM DATES FOR 2 MORE WEEKS ON LOCATION

Coordinator Note RIDER B - EXTENDS FILM DATES FOR LOCATION.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 6801 Hollywood Blvd, Los Angeles, CA, 90028

Location Names

Location Type Mall

Location Description KODAK THEATER/ HOLLYWOOD & HIGHLAND CENTER

Film Dates 4/28/2010 - 5/13/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Interior dialogue; walk & talk interviews w/all handheld equipment.;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Coordinator Note RIDER B - EXTENDS FILM DATES FOR 2 MORE WEEKS ON LOCATION

Coordinator Note RIDER B - EXTENDS FILM DATES FOR LOCATION.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

SPECIAL FILMING CONDITIONS
MELROSE AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The popularity of the "trendy* part of Melrose Avenue has created a number of serious parking problems on Melrose Avenue as well as the side streets to the north and south. To help mitigate the impact of filming on this area, the following Special Filming Conditions now apply.

- **Affected residents/merchants/businesses must be notified at least two (2) days prior to first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Posting on Melrose Avenue should be kept to a minimum and will require a Filming Survey of all affected merchants.**
- **Cast and crew are not permitted to park on area streets.** *Off-street parking must be provided.*
- **Since permanent signs prohibit parking on the west side of Gardner Street (north of Melrose Avenue), parking/posting can only be allowed on the east side and should be limited to the area between Melrose Avenue and the alley.**

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or

NOT A PERMIT

authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
  - Must adhere to any instructions given to company by Sherman Oaks Castle Park staff or management.
  - Sherman Oaks Castle staff and management have the final say.
  - May not block fire lane at any time.
  - May not block entrance to Castle walkway, batting cages, dumpsters, access gates or alternate side parking lot.
  - May not have any catering trucks, tents or seating.
  - OK TO FILM B ROLLS INDOOR AND OUTDOOR.
  - OK TO FILM FROM 8AM-10AM.

F-26777
E ENTERTAINMENT TELEVISION- HOW DO I LOOK
(SHERMAN OAKS CASTLE PARK)

NOT A PERMIT